



AF-jfw

Docket No.: 577172000200
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Steven O. MARKEL et al.

Application No.: 10/046,618

Confirmation No.: 4807

Filed: October 26, 2001

Art Unit: 2617

For: COLLECTION OF AFFINITY DATA FROM
TELEVISION, VIDEO OR SIMILAR
TRANSMISSIONS

Examiner: J. R. Sheleheda

AMENDMENT UNDER 37 CFR 1.116

MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is in response to the final Office Action dated August 25, 2005. This response is filed within two months of the issuance of the final Office Action and therefore qualifies for expedited review. Reconsideration and allowance of the pending claims as amended and in light of the remarks presented herein are respectfully requested

Amendments to the Claims begin on page 2.

Remarks begin on page 6.